

CUSTOM SLEEP GUIDE DESIGN SERVICE

PROFESSIONAL TEMPLATES AND BESPOKE
GUIDE DESIGN FOR SLEEP CONSULTANTS
READY TO ELEVATE THEIR BUSINESS.



WELCOME

LET'S BRING YOUR SLEEP BUSINESS TO LIFE



Hi, I'm Shereen Nielsen — sleep consultant mentor, coach, and creative behind custom-designed resources that help you elevate your brand and serve your clients with confidence.

After years of mentoring sleep consultants through training and into business, I noticed something important: you have the knowledge and passion, but you need the tools to truly stand out without wasting hours creating everything from scratch.

That's where I come in.

With my custom design sleep service, I offer personalised PDF and Canva designs to help you build a polished, professional suite of client resources, like sleep guides, templates, contracts, and checklists — all beautifully branded and ready for your clients.

How it works:

1. Browse the package options in this guide and choose the services that best suit your business needs.
2. Book a free Coaching Call to discuss your package choices
3. I'll send you a quick checklist of what I need from you; things like your logo, brand colours, fonts, tone of voice, and any content you want included.
4. I'll work on all your package inclusions and send you the Canva links, so you can make future edits or updates as your business evolves.

Whether you're just getting started or looking to level up your sleep biz presence, these custom resources will save you time and elevate your client experience — all while staying true to your brand.

Shereen Nielsen

STANDARD GUIDE DESIGN

FOR CONSULTANTS WHO ALREADY HAVE THE CONTENT, YOU JUST NEED A DESIGNER

OPTION 1 -

- ✓ 1 Canva-designed PDF
- ✓ Up to 7 pages
- ✓ Your content, brand colours, logo, fonts, and imagery
- ✓ 1 round of revision

Investment: \$129 AUD

OPTION 2 -

- ✓ 3 x Canva-designed PDFs
- ✓ Up to 7 pages per PDF
- ✓ Your content, brand colours, logo, fonts, and imagery
- ✓ 1 round of revision

Investment: \$239 AUD

One-time payment. No ongoing fees. Completely yours to keep, sell, and update as needed.



PREMIUM GUIDE DESIGN

FOR CONSULTANTS STARTING FROM SCRATCH OR WANTING FULL SUPPORT WITH CONTENT CREATION, STRUCTURE, AND DESIGN.

OPTION 1 -

- ✓ Strategy call to discuss topics and inclusions
- ✓ Content writing or rewriting support
- ✓ 1 x fully branded Canva design
- ✓ Up to 7 pages
- ✓ 3 rounds of revision

Investment: \$189 AUD

OPTION 2 -

- ✓ Strategy call to discuss topics and inclusions
- ✓ Content writing or rewriting support
- ✓ 3 x fully branded Canva design PDF's
- ✓ Up to 7 pages per PDF
- ✓ 3 rounds of revision per PDF

Investment: \$329 AUD

One-time payment. No ongoing fees. Completely yours to keep, sell, and update as needed.



BASIC START-UP PACKAGE

IF YOU HAVE YOUR BANDING AND LOGO DONE, BUT NEED ALL THE ESSENTIAL FORMS AND PAPERWORK

This package commences with a 30-minute strategy call to map out your dream business and ensure every detail that follows reflects your voice, vision, and values. We will explore your practice model, your ideal client and niche, and your boundaries.

What's included:

Legal Documents

- Terms & Conditions
- Privacy Policy

(Note: These are generic templates and should be reviewed by your legal advisor.)

Client Intake + Sleep Forms

- Intake Form Template
- Sleep Assessment Template
- "Your Sleep Support Plan + Next Steps" email template
- Checklist of "must-haves" for you as a sleep consultant

Client Intake + Sleep Forms

- Sleep Guide of your choice PDF (up to 7 pages)

Bonus: Canva Master File Links

- All documents designed in Canva
- Fully editable templates with your fonts, colours, and branding
- Delivered as shareable links so you can tweak or re-use as needed

Investment: \$399 AUD

STANDARD START-UP PACKAGE

EVERYTHING YOU NEED TO LAUNCH YOUR SLEEP CONSULTING BUSINESS:
BEAUTIFULLY BRANDED AND PROFESSIONALLY DESIGNED,

This package commences with a 30-minute strategy call to map out your dream business and ensure every detail that follows reflects your voice, vision, and values. We will explore your practice model, your ideal client and niche, brand vibe, values, and mood, and your initial visual direction (colours, fonts, style).

What's included:

Mini Brand Identity Kit

- Logo Design
- Colour Palette
- Font Pairing
- 1 revision round

Legal Documents

- Terms & Conditions
- Privacy Policy

(Note: These are generic templates and should be reviewed by your legal advisor.)

Client Intake + Sleep Forms

- Intake Form Template
- Sleep Assessment Template
- "Your Sleep Support Plan + Next Steps" email template
- Checklist of "must haves" for you as a sleep consultant

Bonus: Canva Master File Links

- All documents designed in Canva
- Fully editable templates with your fonts, colours, and branding
- Delivered as shareable links so you can tweak or re-use as needed

Investment: \$499 AUD

COMPLETE START-UP PACKAGE

EVERYTHING YOU NEED TO LAUNCH YOUR SLEEP CONSULTING BUSINESS:
BEAUTIFULLY BRANDED AND PROFESSIONALLY DESIGNED,

This package commences with a 30-minute strategy call to map out your dream business and ensure every detail that follows reflects your voice, vision, and values. We will explore your practice model, your ideal client and niche, brand vibe, values, and mood, and your initial visual direction (colours, fonts, style).

What's included:

Mini Brand Identity Kit

- Logo Design
- Colour Palette
- Font Pairing
- 1 revision round

Legal Documents

- Client Agreement Template
- Terms & Conditions
- Privacy Policy
- *(Note: These are generic templates and should be reviewed by your legal advisor.)*

Client Intake + Sleep Forms

- Comprehensive Intake Form Template
- Sleep Assessment Template
- Sleep Foundations Guide Template
- “Your Sleep Support Plan + Next Steps” email template
- Sleep Log Template
- Reflection & Wins Journal
- Checklist of “must haves” for you as a sleep consultant

Bonus: Canva Master File Links

- All documents designed in Canva
- Fully editable templates with your fonts, colours, and branding
- Delivered as shareable links so you can tweak or re-use as needed

Investment: \$799 AUD



ADD ONS

- Additional pages:
\$25 AUD per page
- Interactive elements (links, buttons, table of contents):
\$15 AUD
- Sleep Guide Program PDF:
\$129 AUD (up to 7 pages)
\$109 AUD (per additional PDF), up to 7 pages
- Personalised legal documents:
\$59 per document

You can also custom design your own package based on your needs for your business. You can let me know what you want and I can create a personalised package for you.

If you'd like to chat about my design services, help decide which is the right package for you, or even custom design your own package based on the services you require, please contact me directly:

P: 0419820474

E: hello@shereennielsensleepeducation.com

Shereen

YOUR MENTOR AND DESIGNER



SHEREEN NIELSEN

Sleep Consultant Coach/Mentor

Shereen Nielsen is an educator and sleep consultant dedicated to empowering others in the field. With over six years of experience, she offers an internationally recognized sleep consultant course that enhances confidence, knowledge, and expertise.

She is available for coaching on challenging cases, as well as assistance with website creation, package and pricing development and marketing strategies.

ADELAIDE, SOUTH AUSTRALIA
SERVICING SLEEP CONSULTANTS WORLD-WIDE

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